GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:4038
ANSWERED ON:27.03.2017
Ek Bharat Shrestha Bharat
Kambhampati Dr. Hari Babu

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

(a) whether the Government has launched 'Ek Bharat Shrestha Bharat' scheme to promote cultural awareness among the citizens of the country;

(b) if so, the details thereof including guidelines, objectives, salient features and budget allocated for the scheme;

(c) whether states have expressed their interest in being part of the 'Ek Bharat Shrestha Bharat' scheme and if so, the details thereof; and

(d) the steps taken/being taken by the Government to bridge the cultural gap in the country and enhance interaction between people living in different States?

Answer

MINISTER OF STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT
(DR. MAHENDRA NATH PANDEY)

(a) & (b) : Yes, Madam. The 'Ek Bharat Shrestha Bharat' programme, aims to actively enhance interaction between people of diverse cultures living in different States and UTs in India, with the objective of promoting greater mutual understanding amongst them. As per the programme, each year, every State/UT would be paired with another State/UT in India for reciprocal interaction between the people. It is envisaged through this exchange, that the knowledge of the language, culture, traditions and practices of different states will lead to an enhanced understanding and bonding between one another, thereby strengthening the unity and integrity of India. The States and UTs are to embark on a mission to enhance their cultural, academic and economic ties by entering into a wide range of mutual engagements with the paired States/UTs covering the spheres of music, drama, cuisine, language, history, tourism and other forms of exchange between the people. An indicative list of activities has been drawn up and circulated to the State Governments / UT Administrations and to the key Central Ministries. The States/ UTs may choose, evolve and develop their interaction pattern based on the suggested list as per operational suitability in the course of their interactions.

(c) : The paired States/ UTs are to enter into MoUs with each other to carry out common activities under Ek Bharat Shrestha Bharat. As of now, 20 States/ UTs have signed MoUs and all States have been advised to draw up Action Plans for implementing selected joint activities in the year 2017.

(d) : Ministry of Human Resource Development is taking steps as mentioned in (a) above.

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